

# Roger Waters, Erin Lee Carr, Phoebe Robinson, The Bon Appétit Test Kitchen & More Join SXSW 2020



Introducing new additions to the Keynotes and Featured Speakers lineup for the 34th edition of the SXSW [Conference](#). Note: If you play *The Dark Side of the Moon* simultaneously with this announcement you may notice synchronicities.

Building on an already impressive 2020 programming lineup, SXSW announces two additional [Keynotes](#) – songwriter, musician, and founding member and the creative force behind Pink Floyd, **Roger Waters**, and director, producer, and writer **Erin Lee Carr**. “We are thrilled to announce Erin Lee Carr as SXSW’s first Film Keynote for 2020 because we love her work and contributions to the documentary form,” said Janet Pierson, Director of Film.

“Roger Waters is a true creative visionary, and we’re pleased to have him participate for 2020,” said Hugh Forrest, Chief Programming Officer. “SXSW continues to be a unique destination for innovation and discovery, and we’re excited about the addition of the many groundbreaking pioneers, influential voices and business leaders that we’ve added to this year’s lineup.”

[Featured Speakers](#) represent industry trailblazers and creative visionaries from the world’s of tech, film, and music. Newly-added speakers include **The Bon Appétit Test Kitchen** chefs, **Sophia Bush**; **Ray Dalio**, **Tommy Hilfiger**, **Curtis “50 Cent” Jackson**, **Melanie Perkins**, **Jade Raymond**, **Phoebe Robinson**, and more.

Access these exciting speaker presentations and more when you [register](#) to join us **March 13-22** for the **2020 SXSW Conference & Festivals** in **Austin, TX**. Attendees will receive primary access to programming associated with their badge type while also enjoying secondary entry to most other SXSW events. Save \$375 when you [register through November 22](#). [Book your stay](#) with SXSW Housing & Travel for the best available rates and locations.

Get to know the latest round of speaker additions below – add events to your [SXSW Schedule](#) and take a deeper dive into the [22 programming tracks](#), covering Interactive, Film, Music, and Convergence topics, associated with each Conference session. Stay tuned for more programming announcements throughout the 2020 SXSW season.

## Keynotes

**Erin Lee Carr (Film Keynote)** – Named one of the “30 Under 30” most influential people in media by *Forbes*, Erin Lee Carr is a director, producer, and writer. Carr’s projects include the USA gymnastics scandal documentary *At the Heart of Gold*, and SXSW Film Festival premiere *I Love You: Now Die*, on the Michelle Carter murder-by-texting trial, both made for HBO. Carr is also the author of the memoir *All That You Leave Behind*.

**Roger Waters (Music Keynote)** – Roger Waters composed Pink Floyd’s multi-platinum albums, including *The Dark Side of the Moon*, *Wish You Were Here*, *Animals*, and *The Wall*. He has toured extensively, and with *The Wall* became the most successful touring solo artist ever. Waters produced, co-directed, and co-wrote *Roger Waters: The Wall*, an intensely personal road trip that deals with the loss that he has felt throughout his life due to war. In Amsterdam, June 2018, Waters filmed his *US + THEM* live show. *US + THEM* is a story of human rights, liberty, and love. At SXSW, Roger Waters will be interviewed about his distinguished career in the music industry and his upcoming tour. The journalist set to conduct the interview will be announced later in the season – stay tuned.

## Featured Speakers

- Composer (*Us, Get Out*) [Michael Abels](#) in conversation with Politifact creator and professor [Bill Adair](#) (Making Film & Episodics Track)
- Beat Games s.r.o co-founder and Head of Music [Jaroslav Beck](#) (Future of Music Track)
- Amazon Web Services Vice President of Public Sector Partners and Programs [Sandy Carter](#) (Tech Industry & Enterprise Track)
- *Future of Sex* founder and podcast host [Bryony Cole](#) (Connection & Culture Track)
- Founder, Co-Chief Investment Officer and Co-Chairman of Bridgewater Associates [Ray Dalio](#) (Tech Industry & Enterprise Track)
- Founder and Managing Partner of Backstage Capital [Arlan Hamilton](#) (Startups Track)
- Fashion designer and founder [Tommy Hilfiger](#) in conversation with Tommy Hilfiger Global CEO [Daniel Grieder](#) (Connection & Culture Track)
- Multi-Grammy Award winning musician, producer, entrepreneur, and philanthropist [Ben Lovett](#) (Future of Music Track)
- Bassist, composer, and YouTuber [Adam Neely](#) (Future of Music Track)
- Canva CEO and co-founder [Melanie Perkins](#) (Design Track)
- Google Stadia Games and Entertainment VP [Jade Raymond](#) in conversation with journalist [Chris Morris](#) (Game Industry Track)
- Mojang Studios Chief Brand Officer [Lydia Winters](#) (Game Industry Track)

## Featured Sessions

- **Big Brother Is Racist: Surveillance vs. Persons of Color** (Government & Politics Track) – A discussion about how surveillance and surveillance technologies, historically and currently, have been disproportionately deployed against persons of color, as well as the harmful impacts of such deployments, with Senior Advocacy and Policy Counsel at the ACLU **Chad Marlow**; Director of Georgetown Law’s Communications & Technology Law Clinic, and Associate Director of the Center on Privacy & Technology **Laura Moy**; Co-Director of MediaJustice **Steven Renderos**; and sociopolitical comedian, author, and host **W. Kamau Bell**.
- **The Bon Appétit Test Kitchen** (Connection & Culture Track) – A behind-the-scenes conversation with *Bon Appétit Test Kitchen* chefs **Brad Leone**, **Claire Saffitz**, **Andy Baraghani**, **Molly Baz**, **Chris Morocco**, **Carla Lalli Music**, and **Alex Delany** appearing on stage together for the first time outside of New York.
- **Featured Session: Courtney A. Kemp, Curtis “50 Cent” Jackson & Jeffrey Hirsch** (Film & TV Industry Track) – Join executive producers **Curtis “50 Cent” Jackson** and **Courtney Kemp** from Starz’s Original Series *Power*, as they sit with president and CEO of Starz, **Jeffrey Hirsch**, for a look inside the wildly popular drama series as well as upcoming expansions to the *Power* cinematic universe including the upcoming spinoff, *Power Book II: Ghost* starring Mary J. Blige.
- **Escaping Doom: Transforming Science into Experience** (Design Track) – A conversation about how scientific research can be integrated into an engaging, entertaining, and educational storytelling experience, with Gensler principal **David Kramer**; University of Texas Assistant Dean, School of Design and Creative Technologies **Doreen Lorenzo**; Associate Professor in the Civil, Architectural, and Environmental Engineering Department at the University of Texas **Fernanda Leite**; and General Manager of Unreal Engine at Epic Games **Marc Petit**.
- **The Future of Influence is #accountable** (Advertising & Brand Experience Track) – A conversation about the spread of misinformation on social platforms and the responsibility of influencers, featuring actress and activist **Sophia Bush** and Seed Health co-founder and co-CEO **Ara Katz**.
- **How to be Political in an Apolitical World** (Future of Music Track) – A conversation about political activism in the music industry and the role artists can play in driving change, featuring Run the Jewels manager **Amaechi Uzoigwe**; #iVoted founder **Emily White**; Middle West Management and “46 for 46” founder **Kyle Frenette**; and artist and activist **Madame Gandhi**.
- **Immersive Entertainment and the Future of Games** (Game Industry Track) – Join technology pioneer, entrepreneur, and scientist **Nolan Bushnell**; founder of Collabsco **Valerie Vacante**; and Hollywood Creative Director turned game maker **Zai Ortiz**.
- **Latino Film Institute: Pipeline, Platform & Launch** (Film & TV Industry Track) – A conversation about the ideas and programs that Latino Film Institute have focused into action to address the lack of representation in Hollywood and focus on the next generation of content creators, featuring Director of Research and Civic Engagement for the Division of Social Sciences at UCLA **Dr. Ana-Christina Ramón**; actor producer and humanitarian **Edward James Olmos**; Founder & Co-Program Manager of LatinX in Animation **Magdiela Hermida Duhamel**; and writer and Latino Film Institute executive director **Rafael Agustin**.
- **Nat Geo Storytellers: Exploration Unleashed** (Film & TV Industry Track) – A conversation about modern day exploration with National Geographic’s award-winning scientist, technologist and adventurer **Albert Lin**, and award-winning correspondent, investigative journalist **Mariana van Zeller**.
- **The Women Who Run the Shows** (Film & TV Industry Track) – A discussion about the experiences of female showrunners, their unique backstories and influences, including their early days in the industry to calling the shots, and their roles in comedy and on set, with multi-talented stand-up comedian, writer, and actress **Phoebe Robinson**; *Awkwafina Is Nora from Queens* showrunner **Karey Dornetto**; and Executive Producer and showrunner of *The Daily Show with Trevor Noah* **Jen Flanz**.

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After you are registered, [book your hotel](#) to begin your SX adventure and help us write the next chapter of SXSW.

Currently enrolled **students** may [apply here](#) to purchase a SXSW Interactive, SXSW Film, or SXSW Music Badge at the special discounted price. **Groups of 10 or more** can also save big with [Group Registration](#) rates.

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*2020 SXSW Keynotes, Roger Waters and Erin Lee Carr – Photos courtesy of the speakers*